

2017-2019
**Western Wisconsin Health Community Health
Implementation Plan Addendum**



WESTERN WISCONSIN HEALTH

Western Wisconsin Health will collaborate with other area organizations as a partner in the Healthier Together Pierce - St. Croix coalition to improve the health of our community. Western Wisconsin Health has planned to implement the following objectives and activities to address the identified health needs in our local patient service area from 2017-2019 as follows:

Priority 1: Mental Health

GOAL: Improve the mental health status of residents of Pierce and St. Croix Counties.

Strategy 1: Increase awareness about mental health issues and reduce the stigma of mental illness.

Strategy 2: Increase access to mental health services.

1. Objective 1: By 12/31/19, implement Make it OK in all communities (school districts) throughout Pierce and St. Croix Counties.

Western Wisconsin Health Action Plan: Implement “Make it OK” campaign to reduce the stigma of mental illness in our community by providing ambassador trainings and spreading Make it Ok message at community meetings, presentations to existing groups, social media campaign, media outreach, church bulletins, employer emails to employees, etc.

2. Objective 2: By 12/31/19, increase community capacity for early and appropriate response to mental health issues.

Western Wisconsin Health Action Plan: Add an additional psychiatrist to expand psychiatry services in local service area and region. Integrate mental health services into all aspects of care and programming at Western Wisconsin Health.

3. Objective 3: By 12/31/19, increase access to mental health services in schools.

Western Wisconsin Health Action Plan: Establish a working relationship with local school district(s) to provide mental health services in schools. Establish collaboration with the local community education programs to support and promote classes that foster mental health and well-being (mindfulness, resiliency, meditation, yoga, etc.)

4. Objective 4: By 12/31/19, create and disseminate a comprehensive inventory of mental health services and resources for residents of Pierce and St. Croix Counties.

Western Wisconsin Health Action Plan: Assist in the inventory of existing directories of mental health programs, services and resources. Help develop a plan to ensure that existing directories are accurate, updated regularly, and widely distributed throughout the community.

Priority 2: Obesity/Overweight

GOAL: Decrease the percentage of the population that is overweight or obese in Pierce and St. Croix counties.

Strategy 1: Increase physical activity through changes to policy, systems, environment and community support.

Strategy 2: Reduce food insecurity and improve nutrition through changes to policy, systems, environment and community support.

1. Objective 1: By 12/31/19, develop and implement an infrastructure to (1) increase SNAP enrollment and (2) improve access to healthy foods through food pantries and other hunger prevention partners.

Western Wisconsin Health Action Plan: Use food insecurity video, social media and other public relations strategies to increase awareness of food insecurity for staff and throughout local service area. Assist and support efforts of Healthier Together Pierce – St. Croix in providing individualized training and support for food shelves interested in adopting one or more of the “Safe and Healthy Food Pantry” and/or “Better Shelf for Better Health” policies, systems or environmental changes. Western Wisconsin Health will also assist in assessing existing food distributions in Pierce and St. Croix County, and develop and implement plan to make existing distributions healthier and/or bring new distributions to the region. In addition, Western Wisconsin Health will support and assist in developing and implementing a plan to increase SNAP enrollment.

2. Objective 2: By 12/31/19, increase the number of Active School Core 4+ strategies being implemented in elementary schools: Active Physical Education Minutes, Active Classroom Minutes, Active Recess Minutes, Before and After School Active Minutes, Home and Community Active Minutes.

Western Wisconsin Health Action Plan: Continue to work with local school districts in our service area to provide after-school nutrition/physical activity programs. Provide wellness programs/resources supporting Active School Core 4+ strategies to local school districts and assist in the implementation and evaluation in local school districts.

3. Objective 3: By 12/31/19, increase communication about overweight/obesity resources in Pierce and St. Croix Counties.

Western Wisconsin Health Action Plan: Assist in the development of a comprehensive nutrition and physical activity focused resource guide. Participate in the Healthier Together marketing plan to disseminate wellness resource information via social media and other media outlets.

Priority 3: Alcohol Abuse

GOAL: Reduce alcohol abuse of residents of Pierce and St. Croix counties.

Strategy 1: Decrease youth alcohol use through changes to policy, systems, environment and community support.

Strategy 2: Decrease adult alcohol abuse through changes to policy, systems, environment and community support

1. Objective 1: By 12-31-2019 target at least two communities (starting with River Falls in 2017), one in both Pierce and St. Croix Counties and increase enforcement of and/or change alcohol related ordinances.

Western Wisconsin Health Action Plan: Increase alcohol intake screening of patients at clinic appointments and make appropriate referrals. Assist and support in the inventory of existing ordinances, policies, and identifying priorities for increased enforcement and/or policy change with local law enforcement and officials. Assist and support outreach to elected officials, municipal leaders, community leaders and other stakeholders to increase awareness of alcohol abuse in our community and how policy can decrease alcohol abuse behaviors.

2. Objective 2: By 12-31-2019 target at least two communities (starting with River Falls in 2017), one in both Pierce and St. Croix Counties, and implement specified activities to reduce underage access to alcohol.

Western Wisconsin Health Action Plan: Support and assist in the implementation of “Parents Who Host” program using at least 4 of the standard measures in local school district including support of the media campaign. Work with local school districts to improve data on youth access to alcohol, including enhancement of and increased participation in the annual Youth Risk Behavioral Survey (YRBS). Work with high school and community organizations to offer more activities for youth that are not alcohol related.

The Western Wisconsin Health Action Plan activities are a work-in-progress and subject to change throughout the 2017-2019 implementation time frame.